



Guide to Organizing a Community Conversation on Diabetes for World Diabetes Day/National Diabetes Month

What is the purpose of a Community Conversation on Diabetes for World Diabetes Day/National Diabetes Month?

Diabetes affects 30 million people in the U.S., and **627,000** people in Washington State. Additionally, **84 million** people in the U.S., including 2 million in Washington State, have prediabetes. Diabetes has serious human and economic costs for our communities.

World Diabetes Day, which is **Tuesday, November 14**, and National Diabetes Month, which is **November**, present an opportunity to engage communities across the state in discussions about how diabetes affects them and how to connect them with available resources. The Core Planning Committee of World Diabetes Day Washington (WDD WA) has developed this toolkit to aid our partners in planning an event to engage their friends and neighbors in this type of event, which we are calling a “Community Conversation on Diabetes.” A Community Conversation on Diabetes can take place anytime during the month of November.

What is the suggested timeline for planning a Community Conversation on Diabetes?

Two Months Before the Meeting:

- Recruit a planning committee and/or identify partners who can help with planning
- Determine the meeting date and time
- Outline meeting format (see also additional information on page 2) options include:
 - Diabetes 101 presentation with Q&A afterwards
 - Presentation from local expert with Q&A afterwards
 - Town hall-style format (if using this format, see below for suggested discussion questions. You'll also want to identify groundrules for the meeting, e.g. each person gets 2 minutes to speak, no interrupting, etc.).
- Encourage attendees to wear blue, which is the international color for World Diabetes Day.
- Identify and reserve a meeting space
 - Schools, libraries, community centers, or healthcare clinics can be great options
 - The website [501 Commons](#) also has a map with possible venues for nonprofit organizations
 - You can also host a Community Conversation at your workplace
- Select and invite a moderator and/or speaker
 - Ideally someone who knows the community very well and is a trusted leader. Possibilities include a community organizer, public official, and/or healthcare provider.
- Develop promotional materials (e.g. a flyer and/or social media posts – follow the WDDWashington Social Media Toolkit)
 - Consider creating a short RSVP form in Google Forms or another free tool so you know how many people are planning to attend

One Month Before the Meeting:

- Distribute promotional materials to community partners (e.g. community organizations, libraries, schools, healthcare providers) and ask them to share the information with their constituents
- Send promotional materials to local news outlets
- Publish the meeting information on a community calendar (if available)
- Identify any volunteers necessary to coordinate the meeting
- Develop and print meeting materials (sign-in sheets, agenda, Power Point slides if needed, etc.)
- Reconfirm meeting site arrangements
- Reconfirm moderator/speaker
- Check RSVPs

Meeting Day

- Arrive early
- Ensure meeting location is set up correctly
- Set up refreshments (if available)
- Set up sign-in sheet
- Meeting is held
- Take a group photo and share it on social media using the hashtag #WDDWashington.
- Clean up meeting location

After the Meeting

- Write up information about the event (number of people who attended, topics covered, etc.)
- Please share this information with the WDD WA planning committee so we can publicize your success! Contact information is on the last page.
- Share information about how the event went with local media and partners
- Follow up on any unanswered questions from the meeting
- Send a thank you to the facilitator/speaker and planning committee

How should I structure my Community Conversation on Diabetes?

You should customize the agenda for your Community Conversation on Diabetes based on the needs of your local community and what you would like to come out of the meeting. For example, do you want to educate the community about diabetes, or do you want to give your community an opportunity to share their perspective on how the disease affects them and connect them to available resources? An agenda may include some or all of the following elements:

- Presentation from an expert discussing diabetes, its causes and management, and resources for people with, or at risk for, the disease
- Discussion from a panel of stakeholders on their perspectives on diabetes in your community
- Speech from a legislator/public health official/other authority outlining current/past efforts to address diabetes
- Moderator-led discussion with the audience providing input about how diabetes affects them
- Identification of local, state and national resources for people affected by diabetes
- Group photo of everyone wearing blue

Here are some sample discussion questions that a moderator could use during a Community Conversations on Diabetes.

- How has diabetes affected you and your family?
- What diabetes-related gaps do you see in our community?
- What strengths does our community have that can help us address diabetes?
- What steps would you like to see our community take to address diabetes and support those affected by it?
- What local, state and/or national resources do you know about that can help people affected by diabetes?

What if I need help planning my Community Conversation on Diabetes?

If you need help with the planning process, please feel free to contact Kelsey Stefanik-Guizlo or Alexandro Pow Sang with the WDD WA Planning Committee. We are happy to talk through things with you and provide suggestions and resources where possible!

Kelsey Stefanik-Guizlo
Region Director, Community Health Strategies
American Diabetes Association
kstefanikguizlo@diabetes.org
206-282-4616, ext. 7212

Alexandro Pow Sang
Diabetes Lead
Washington State Department of Health
alexandro.powsang@doh.wa.gov
360-230-3750



DOH 345-355 October 2017
For persons with disabilities, this document is available on request in other formats. To submit a request, please call 1-800-525-0127 (TDD/TTY 1-800-833-6388).



twitter.com/WDDWashington



[instagram.com/wddwashington/](https://www.instagram.com/wddwashington/)



[facebook.com/WorldDiabetesDayWashington](https://www.facebook.com/WorldDiabetesDayWashington)

WDD Washington is supported by the Department of Health and promoted by diabetes partners across the state.

